Convention & Visitor Bureaus Report FY 2012 Q2 Plan Status 1.0: Turning the Montana Tourism and recreation Vision into reality

Big Sky CVB position vacant (Marne Hayes), Butte CVB new director (Cindy Perdue Dolan) has not received reporting training, Great Falls CVB is changing reporters(Miriam Martinson)

Review Status Sym	bols Legend		
First Column:			
Strategy Status: * Ah	nead of Plan O On Tra	ck 🛭 🛇 Behind Plan 🛑 O	ff Track - Change
Tactic Start Status:	O Started on Time 8	Started Late	nplete
Second Column:			
Strategy Trend: † 0	Getting Better → Stay	ing the Same	g Worse
Tactic Current Status:	: On Track 🛇 Be	hind Plan 🌘 Off Track	
Third Column:			
Strategy Future Conc	ern: Low Concer	n M Medium Concern	H High Concern
Tactic Final Status:	O Completed on Time	e 🛇 Completed Late 🛑	Incomplete
√ Completed	On Hold	× Cancelled	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.1.1.1.8: Big Sky CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Marne Hayes	?	?	?
1.1.1.1.8.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Marne Hayes	?	?	
1.1.1.1.9: Billings CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Joan Kronebusch	*	t	L
1.1.1.1.9.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Joan Kronebusch	0	?	
1.1.1.1.9.4: With the creation of the Billings TBID we have more funds for public and private partnerships.	Tactic	Joan Kronebusch	0	?	
1.1.1.1.10: Bozeman CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Jim Robbins	*	t	L
1.1.1.1.11: Butte CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Cindy Perdue Dolan	?	?	?
1.1.1.1.11.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.1.11.4: Philipsburgh, Gold West and the Butte CVB is cooping on a television campaign to 1.2 mil. households in Spokane, Id, NW Mt and Wash. Arranging the coop and production started in 11/08 with the the ads running 7/09 to 7/10.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.1.1.1.5: I approached the local attractions about joining forces to sell one ticket to all attractions. It is called the Adventure pass. The att. all offered a discount of at least 30% and the CVB put it together. printing the passes and marketing them.	Tactic	Cindy Perdue Dolan			~
1.1.1.1.12: Flathead CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Diane Medler			~
1.1.1.1.12.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Diane Medler			~
1.1.1.1.13: Great Falls CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	MIriam Martinson	?	?	?
1.1.1.1.13.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	MIriam Martinson		?	
1.1.1.1.14: Helena CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Mike Mergenthaler	?	?	?

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.1.1.14.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Mike Mergenthaler	?	?	
1.1.1.1.15: Miles City CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	John Laney	?	?	?
1.1.1.1.15.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	John Laney	0	?	
1.1.1.1.16: Missoula CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Barbara Ann Neilan	?	?	?
1.1.1.1.16.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.1.17: West Yellowstone CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Marysue Costello	?	?	?
1.1.1.17.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Marysue Costello			~
1.1.1.1.1.7.2: Expand public-private partnerships for product development and maintenance	Tactic	Marysue Costello			/
1.1.1.1.17.3: Garner private support to maintain & expand cross country ski, snowshoe & snowmobile trail systems.	Tactic	Marysue Costello			~
1.1.1.1.18: Whitefish CVB expand public-private marketing partnerships with tourism businesses and attractions in publicity, web marketing, advertising, publications, and other promotions.	0	Jan Metzmaker	?	?	?
1.1.1.1.18.1: Leverage public and private marketing investments to expand Montana's reach, penetrate new markets, and improve marketing effectiveness with a consistent message and brand.	Tactic	Jan Metzmaker	0	0	
1.1.1.1.19: Havre CVB expand public-private marketing partnerships with tourism businesses and	0	Debbie A Vandeberg	O	t	L
attractions in publicity, web marketing, advertising, publications, and other promotions. 1.1.1.1.19.1: Leverage public and private marketing investments to expand Montana's reach,	_	Debbie A Vandeberg	_	Ċ	
penetrate new markets, and improve marketing effectiveness with a consistent message and brand. 1.1.1.2.8: Big Sky CVB continue winter marketing, promoting Montana as a superb destination for skiing,	Tactic	Marne Hayes	?	?	?
snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	•			
1.1.1.2.8.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Marne Hayes	0	?	
1.1.1.2.8.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Marne Hayes			×
1.1.1.2.9: Billings CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Joan Kronebusch	0	1	\
1.1.1.2.9.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Joan Kronebusch	0	?	
1.1.1.2.9.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Joan Kronebusch	0	?	
1.1.1.2.10: Bozeman CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Jim Robbins	0	†	м
1.1.1.2.10.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Jim Robbins	0	\otimes	
1.1.2.10.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Jim Robbins	•	8	
1.1.1.2.10.3: Increase nonresident visitation in winter season (Q1) by 15% by 2012.	Tactic	Jim Robbins	O	\otimes	
1.1.1.2.11: Butte CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Cindy Perdue Dolan	?	?	?
1.1.1.2.11.11: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.2.11.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.11.5: Joint Venture with Travel MT with madden winter insert, then market to the leads generated from this insert.	Tactic	Cindy Perdue Dolan			1
1.1.1.2.12: Flathead CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply	_	Diane Medler			,
seeking a "snow experience".	0	Diago Madlar			*
1.1.1.2.12.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Diane Medler			~
1.1.1.2.12.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Diane Medler	0	?	
1.1.1.2.13: Great Falls CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	MIriam Martinson	?	?	?
1.1.1.2.13.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	MIriam Martinson	?	?	
1.1.2.13.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	MIriam Martinson	?	?	
1.1.1.2.14: Helena CVB continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Mike Mergenthaler	?	?	?
1.1.1.2.14.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Mike Mergenthaler	?	?	
1.1.1.2.14.2: Encourage businesses and communities to create packages/events highlighting unique	Tactic	Mike Mergenthaler	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
winter experiences, and list them on Montana's winter web site: www.wintermt.com.					
1.1.1.2.15: Miles City CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	John Laney	?	?	?
1.1.1.2.15.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	John Laney	?	?	
1.1.1.2.15.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	John Laney	?	?	
1.1.1.2.16: Missoula CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Barbara Ann Neilan	?	?	?
1.1.1.2.16.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.2.16.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Barbara Ann Neilan	?	?	
1.1.1.2.17: West Yellowstone CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Marysue Costello	?	?	?
1.1.1.2.17.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Marysue Costello			✓
1.1.1.2.17.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Marysue Costello			✓
1.1.1.2.18: Whitefish CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Jan Metzmaker	?	?	?
1.1.1.2.18.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Jan Metzmaker	0	0	
1.1.1.2.18.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Jan Metzmaker	0	0	
1.1.1.2.19: Havre CVB continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience".	0	Debbie A Vandeberg			×
1.1.1.2.19.1: Based on market research, accentuate images and messages that appeal to each winter target market segment.	Tactic	Debbie A Vandeberg	•	8	
1.1.1.2.19.2: Encourage businesses and communities to create packages/events highlighting unique winter experiences, and list them on Montana's winter web site: www.wintermt.com.	Tactic	Debbie A Vandeberg	0	0	
1.1.1.3.7: Big Sky CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Marne Hayes	?	?	?
1.1.1.3.7.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Marne Hayes	?	?	
1.1.1.3.7.2: Report bookings received by Montana industry participants.	Tactic	Marne Hayes	?	?	
1.1.1.3.8: Billings CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Joan Kronebusch		1	L
1.1.1.3.8.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Joan Kronebusch	0	?	
1.1.1.3.8.2: Report bookings received by Montana industry participants.	Tactic	Joan Kronebusch			×
1.1.1.3.9: Bozeman CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Jim Robbins	*	t	L
1.1.1.3.9.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Jim Robbins	•	0	✓
1.1.1.3.9.2: Report bookings received by Montana industry participants.	Tactic	Jim Robbins		С	/
1.1.1.3.9.3: Cooperative travel show presentation	Tactic	Jim Robbins	ŏ	ŏ	*
1.1.1.3.10: Butte CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Cindy Perdue Dolan	?	?	?
1.1.1.3.10.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.3.10.2: Report bookings received by Montana industry participants.	Tactic	Cindy Perdue Dolan	?	?	
1.1.1.3.11: Flathead CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Diane Medler			✓
1.1.1.3.11.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Diane Medler			~
1.1.1.3.11.2: Report bookings received by Montana industry participants.	Tactic	Diane Medler			X
1.1.1.3.12: Great Falls CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	MIriam Martinson			•
1.1.1.3.12.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	MIriam Martinson			X
1.1.1.3.12.2: Report bookings received by Montana industry participants.	Tactic	MIriam Martinson			×
1.1.1.3.13: Helena CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Mike Mergenthaler	?	?	?
1.1.1.3.13.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Mike Mergenthaler	?	?	
1.1.1.3.13.2: Report bookings received by Montana industry participants.	Tactic	Mike Mergenthaler	?	?	
1.1.1.3.14: Miles City CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	John Laney	?	?	?

	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
	1.1.1.3.14.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	John Laney	?	?	
-	1.1.1.3.14.2: Report bookings received by Montana industry participants.	Tactic	John Laney	?	?	
	1.1.1.3.15: Missoula CVB attend consumer travel shows that target specific high value, low impact	0	Barbara Ann Neilan	?	?	?
	markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.1.3.15.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and	Tactic	Barbara Ann Neilan	?	?	
	attractions, and share leads. 1.1.1.3.15.2: Report bookings received by Montana industry participants.	Tactic	Barbara Ann Neilan	?	?	
	1.1.1.3.16: West Yellowstone CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Marysue Costello	?	?	?
	1.1.1.3.16.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Marysue Costello			✓
	1.1.1.3.16.2: Report bookings received by Montana industry participants.	Tactic	Marysue Costello			×
	1.1.1.3.17: Whitefish CVB attend consumer travel shows that target specific high value, low impact	0	Jan Metzmaker	?	?	?
	markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal). 1.1.1.3.17.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Jan Metzmaker	0	0	
	1.1.1.3.17.2: Report bookings received by Montana industry participants.	Tactic	Jan Metzmaker	Ö		
	1.1.1.3.18: Havre CVB attend consumer travel shows that target specific high value, low impact markets. Disseminate show information to tourism/recreation partners (private, nonprofit, tribal).	0	Debbie A Vandeberg			•
	1.1.1.3.18.1: Coordinate a Montana presence at shows among regions, CVBs, businesses and attractions, and share leads.	Tactic	Debbie A Vandeberg	0	0	
	1.1.1.3.18.2: Report bookings received by Montana industry participants.	Tactic	Debbie A Vandeberg	O	O	
	1.1.1.5.8: Big Sky CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Marne Hayes	?	?	?
	1.1.1.5.8.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Marne Hayes	?	?	
	1.1.1.5.8.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of	Tactic	Marne Hayes	?	?	
	potential/converted MT travelers, and ROI of marketing efforts. 1.1.1.5.8.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Marne Hayes	?	?	
	1.1.1.5.8.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Marne Hayes			✓
	1.1.1.5.8.5: Report results of research to Strategic Plan stakeholders.	Tactic	Marne Hayes			X
	1.1.1.5.9: Billings CVB enhance tracking and reporting of results and return on investment (ROI) from	0	Joan Kronebusch	*	t	L
	state, regional, and CVB advertising efforts. 1.1.1.5.9.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Joan Kronebusch	Ô	?	
	1.1.1.5.9.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of	Tactic	Joan Kronebusch	0	?	
	potential/converted MT travelers, and ROI of marketing efforts. 1.1.1.5.9.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns	Tactic	Joan Kronebusch	0	?	
	and efforts, and use the information to improve future ROI. 1.1.1.5.9.4: Conduct research annually to measure results of advertising and web marketing, and	Tactic	Joan Kronebusch	0	?	
-	improvements in return on investment (ROI). 1.1.1.5.9.5: Report results of research to Strategic Plan stakeholders.		Joan Kronebusch	\sim		<u> </u>
	1.1.1.5.10: Bozeman CVB enhance tracking and reporting of results and return on investment (ROI) from	Tactic	Jim Robbins	0	?	
	state, regional, and CVB advertising efforts.	0		O	1	М
	1.1.1.5.10.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Jim Robbins	0	0	
	1.1.1.5.10.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Jim Robbins	0	0	~
	1.1.1.5.10.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Jim Robbins	0	0	
	1.1.1.5.10.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jim Robbins	0	\otimes	
	1.1.1.5.10.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jim Robbins	0	\otimes	
	1.1.1.5.11: Butte CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Cindy Perdue Dolan	?	?	?
	1.1.1.5.11.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Cindy Perdue Dolan	?	?	
	1.1.1.5.11.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Cindy Perdue Dolan	?	?	
	1.1.1.5.11.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Cindy Perdue Dolan	?	?	
	1.1.1.5.11.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Cindy Perdue Dolan	?	?	
	1.1.1.5: Report results of research to Strategic Plan stakeholders.	Tactic	Cindy Perdue Dolan	?	?	L
	1.1.1.5.12: Flathead CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Diane Medler			✓
	1.1.1.5.12.1: Respond to consumer inquiries with Montana information, and maintain databases of	<u> </u>	Diane Medler	_	-	_

potential/converted MT travelers, and ROI of marketing efforts. 1.1.1.5.12.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI. 1.1.1.5.12.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI). 1.1.1.5.12.5: Report results of research to Strategic Plan stakeholders. 1.1.1.5.13: Great Falls CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts. 1.1.1.5.13.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest. 1.1.1.5.13.2: Pool state, region, local funds, databases to conduct ad conversion research, or use MIriam Martinson	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
other online survey tools to determine characteristics, spending, decision-maning habits of operated convention in travelers, and RO of marketing and survey of the convention	inquiries by date, source code, and interest.					
and efforts, and use the information to improve future ROI. 1.1.5.1.2.4. Conduct research anously in research encursity in research anously in research research anously in research anou	other online survey tools to determine characteristics, spending, decision-making habits of	Tactic	Diane Medler			×
improvements in return on investment (ROI) 1.1.1.5.13. Creat Falls CVB enhance tracking and reporting of results and return on investment (ROI) from state. regional, and CVB advantaging efforts. 1.1.1.5.13. Regeord to consumer inquiries with Montana Information, and maintain databases of the protein control of the protein of the pr	1.1.1.5.12.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns	Tactic	Diane Medler			X
1.1.1.6.13. Great Falls CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts. 1.1.1.6.13.1. Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interests. 1.1.1.6.13.2. Pool state, region, local funds, databases to conduct ad conversion research, or use other ordinals are consumer to enhance tracking and efforts, and use the information to improve future ROI. 1.1.1.6.13.2. Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI. 1.1.1.5.13.4. Report results of research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI) from state, region, local funds, databases to conduct ad conversion research, or use other one of the control of the		Tactic	Diane Medler			×
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1.1.1.5.17.5: Report results of research to Strategic Plan stakeholders. 1.1.1.5.18: Whitefish CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts. 1.1.1.5.18.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest. 1.1.1.5.18.2: Pool state, region, local funds, databases to conduct ad conversion research, or use	1.1.1.5.17.4: Conduct research annually to measure results of advertising and web marketing, and	Tactic	Marysue Costello			✓
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1.1.1.5.18.2: Pool state, region, local funds, databases to conduct ad conversion research, or use	1.1.1.5.18.1: Respond to consumer inquiries with Montana information, and maintain databases of	Tactic	Jan Metzmaker	0	?	
	1.1.1.5.18.2: Pool state, region, local funds, databases to conduct ad conversion research, or use	Tactic	Jan Metzmaker		?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
potential/converted MT travelers, and ROI of marketing efforts.					
1.1.1.5.18.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Jan Metzmaker	0	?	
1.1.1.5.18.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Jan Metzmaker			✓-
1.1.1.5.18.5: Report results of research to Strategic Plan stakeholders.	Tactic	Jan Metzmaker			^
1.1.1.5.19: Havre CVB enhance tracking and reporting of results and return on investment (ROI) from state, regional, and CVB advertising efforts.	0	Debbie A Vandeberg	?	?	?
1.1.1.5.19.1: Respond to consumer inquiries with Montana information, and maintain databases of inquiries by date, source code, and interest.	Tactic	Debbie A Vandeberg	0	0	
1.1.1.5.19.2: Pool state, region, local funds, databases to conduct ad conversion research, or use other online survey tools to determine characteristics, spending, decision-making habits of potential/converted MT travelers, and ROI of marketing efforts.	Tactic	Debbie A Vandeberg	•	•	
1.1.1.5.19.3: Obtain monthly lodging tax collection reports, to observe results from specific campaigns and efforts, and use the information to improve future ROI.	Tactic	Debbie A Vandeberg	0	0	
1.1.1.5.19.4: Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment (ROI).	Tactic	Debbie A Vandeberg	0	0	
1.1.1.5.19.5: Report results of research to Strategic Plan stakeholders.	Tactic	Debbie A Vandeberg	О	O	
1.1.2.1.1: Big Sky CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Marne Hayes	?	?	?
1.1.2.1.1.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Marne Hayes	?	?	
1.1.2.1.1.2: Update appropriate listings on Montanameetings.com.	Tactic	Marne Hayes	?	?	
1.1.2.1.1.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Marne Hayes	?	?	
1.1.2.1.2: Billings CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Joan Kronebusch	0	+	L
1.1.2.1.2.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Joan Kronebusch		?	
1.1.2.1.2.2: Update appropriate listings on montanameetings.com.	Tactic	Joan Kronebusch			✓-
1.1.2.1.2.3: Continue the 'Invite-a- Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Joan Kronebusch			×
1.1.2.1.3: Bozeman CVB amplify targeted sales and marketing to attract groups, meetings, and	_	Jim Robbins			
conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	lin Dakkina	O	T	М
1.1.2.1.3.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Jim Robbins		0	
1.1.2.1.3.2: Update appropriate listings on montanameetings.com.	Tactic	Jim Robbins	0	O	
1.1.2.1.3.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Jim Robbins		0	✓
1.1.2.1.4: Butte CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Cindy Perdue Dolan	?	?	?
1.1.2.1.4.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.1.4.2: Update appropriate listings on montanameetings.com.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.1.4.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.1.5: Flathead CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Diane Medler			>
1.1.2.1.5.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Diane Medler			~
1.1.2.1.5.2: Update appropriate listings on montanameetings.com.	Tactic	Diane Medler			✓
1.1.2.1.5.3: Continue the 'Invite-a- Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Diane Medler			~
1.1.2.1.6: Great Falls CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	MIriam Martinson	?	?	?
1.1.2.1.6.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	MIriam Martinson	?	?	
1.1.2.1.6.2: Update appropriate listings on montanameetings.com.	Tactic	MIriam Martinson	?	?	
1.1.2.1.6.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	MIriam Martinson	?	?	
1.1.2.1.7: Helena CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, tapping the standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Mike Mergenthaler	?	?	?
1.1.2.1.7.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Mike Mergenthaler	?	?	
1.1.2.1.7.2: Update appropriate listings on montanameetings.com.	Tactic	Mike Mergenthaler	?	?	
1.1.2.1.7.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Mike Mergenthaler	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.2.1.8: Miles City CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	John Laney	?	?	?
1.1.2.1.8.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	John Laney	?	?	
1.1.2.1.8.2: Update appropriate listings on montanameetings.com.	Tactic	John Laney	?	?	
1.1.2.1.8.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and	Tactic	John Laney	?	?	
universities to assist with group and event recruitment. 1.1.2.1.9: Missoula CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Barbara Ann Neilan	?	?	?
1.1.2.1.9 1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.9.2: Update appropriate listings on montanameetings.com.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.9.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.1.10: West Yellowstone CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to MT, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Marysue Costello	?	?	?
1.1.2.1.10.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Marysue Costello			✓
1.1.2.1.10.2: Update appropriate listings on montanameetings.com.	Tactic	Marysue Costello			~
1.1.2.1.10.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Marysue Costello			~
1.1.2.1.11: Whitefish CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Jan Metzmaker	8	?	?
1.1.2.1.11.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Jan Metzmaker		?	
1.1.2.1.11.2: Update appropriate listings on montanameetings.com.	Tactic	Jan Metzmaker	•	•	×
1.1.2.1.11.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Jan Metzmaker			X
1.1.2.1.12: Havre CVB amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana, using standards and resources of the Destination Marketing Association International (DMAI) and/or the Western Association of CVBs (WACVB).	0	Debbie A Vandeberg			•
1.1.2.1.12.1: Develop/purchase lists of targeted nonresident groups, and implement aggressive sales and bidding efforts.	Tactic	Debbie A Vandeberg	0	0	
1.1.2.1.12.2: Update appropriate listings on montanameetings.com.	Tactic	Debbie A Vandeberg	0	0	
1.1.2.1.12.3: Continue the 'Invite-a-Convention' program to involve citizens, businesses, and universities to assist with group and event recruitment.	Tactic	Debbie A Vandeberg	0	0	
1.1.2.2.8: Big Sky CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Marne Hayes	?	?	?
1.1.2.2.8.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Marne Hayes	?	?	
1.1.2.2.8.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Marne Hayes	?	?	
1.1.2.2.9: Billings CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Joan Kronebusch	0	1	L
1.1.2.2.9.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Joan Kronebusch	0	?	
1.1.2.2.9.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Joan Kronebusch	0	?	
1.1.2.2.10: Bozeman CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Jim Robbins	0	t	L
1.1.2.2.10.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Jim Robbins		0	
1.1.2.2.10.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Jim Robbins		0	
1.1.2.2.11: Butte CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Cindy Perdue Dolan	?	?	?
1.1.2.2.11.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Cindy Perdue Dolan			✓
1.1.2.2.11.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Cindy Perdue Dolan	0	?	
1.1.2.2.12: Flathead CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Diane Medler			✓
1.1.2.2.12.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Diane Medler			✓
1.1.2.2.12.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Diane Medler			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.2.2.13: Great Falls CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	MIriam Martinson	?	?	?
1.1.2.2.13.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	MIriam Martinson	0	?	
1.1.2.2.13.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	MIriam Martinson	?	?	
1.1.2.2.14: Helena CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Mike Mergenthaler	?	?	?
1.1.2.2.14.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Mike Mergenthaler	?	?	
1.1.2.2.14.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Mike Mergenthaler	?	?	
1.1.2.2.15: Miles City CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	John Laney	?	?	?
1.1.2.2.15.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	John Laney	?	?	
1.1.2.2.15.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	John Laney	?	?	
1.1.2.2.16: Missoula CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Barbara Ann Neilan	?	?	?
1.1.2.2.16.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Barbara Ann Neilan	?	?	
1.1.2.2.16.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.2.17: West Yellowstone CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Marysue Costello	?	?	?
1.1.2.2.17.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Marysue Costello			~
1.1.2.2.17.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Marysue Costello			✓
1.1.2.2.18: Whitefish CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Jan Metzmaker	•	?	6
1.1.2.2.18.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Jan Metzmaker	•	•	×
1.1.2.2.18.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Jan Metzmaker	•		
1.1.2.2.19: Havre CVB work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.	0	Debbie A Vandeberg	?	?	?
1.1.2.2.19.1: Identify opportunities to use existing facilities to host sports competitions (stadiums, general aviation airports, rodeo arenas, rural roads/trails, lakes, bowling alleys, ball fields, golf courses, downhill/XC ski facilities, etc.).	Tactic	Debbie A Vandeberg	0	0	
1.1.2.2.19.2: Work with local sports clubs to contact sports associations or federations and explore possibilities for events to be hosted in Montana.	Tactic	Debbie A Vandeberg	0	0	
1.1.2.4.8: Big Sky CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Marne Hayes	?	?	?
1.1.2.4.8.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Marne Hayes	?	?	
1.1.2.4.8.2: Conduct publicity workshops for tourism businesses and attractions.		Marne Hayes	?	?	<u> </u>
1.1.2.4.8.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Marne Hayes	?	?	
1.1.2.4.9: Billings CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Joan Kronebusch	0	1	L
1.1.2.4.9.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Joan Kronebusch	0	?	
1.1.2.4.9.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Joan Kronebusch		?	
1.1.2.4.9.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Joan Kronebusch	0	?	
1.1.2.4.10: Bozeman CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Jim Robbins	8	†	М
1.1.2.4.10.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Jim Robbins	O	\otimes	
1.1.2.4.10.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Jim Robbins	ŏ	ŏ	
1.1.2.4.10.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Jim Robbins	8	8	
1.1.2.4.11: Butte CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Cindy Perdue Dolan	?	?	?
1.1.2.4.11.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Cindy Perdue Dolan	?	?	
1.1.2.4.11.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.11.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets.	Tactic Tactic	Cindy Perdue Dolan Cindy Perdue Dolan	?	?	
and seasons. 1.1.2.4.12: Flathead CVB target travel media to increase the visibility of Montana as a leisure travel	_	Diane Medler	?	?	?
destination. Proactively pitch Montana press releases and story ideas to travel media.	0	DIGITO MIGUIOI	Ĺ	٠	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.2.4.12.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Diane Medler			./
1.1.2.4.12.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Diane Medler			-
1.1.2.4.12.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Diane Medler		?	*
1.1.2.4.13: Great Falls CVB target travel media to increase the visibility of Montana as a leisure travel	0	MIriam Martinson	?	?	?
destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.13.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	MIriam Martinson	?	?	-
1.1.2.4.13.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	MIriam Martinson	?	?	
1.1.2.4.13.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	MIriam Martinson	?	?	
1.1.2.4.14: Helena CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Mike Mergenthaler	?	?	?
1.1.2.4.14.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Mike Mergenthaler	?	?	
1.1.2.4.14.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Mike Mergenthaler	?	?	
1.1.2.4.14.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Mike Mergenthaler	?	?	
1.1.2.4.15: Miles City CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	John Laney	?	?	?
1.1.2.4.15.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	John Laney	?	?	
1.1.2.4.15.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	John Laney	?	?	
1.1.2.4.15.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	John Laney	?	?	
1.1.2.4.16: Missoula CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Barbara Ann Neilan	?	?	?
1.1.2.4.16.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.4.16.2: Conduct publicity workshops for tourism businesses and attractions. 1.1.2.4.16.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	
and seasons. 1.1.2.4.17: West Yellowstone CVB target travel media to increase the visibility of Montana as a leisure	0	Marysue Costello	?	?	?
travel destination. Proactively pitch Montana press releases and story ideas to travel media. 1.1.2.4.17.1: Disseminate leads and industry trend information to tourism businesses and attractions.)	Marysue Costello			_
· · · · · · · · · · · · · · · · · · ·	Tactic	,			٧,
1.1.2.4.17.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Marysue Costello			~
1.1.2.4.17.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Marysue Costello			✓
1.1.2.4.18: Whitefish CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Jan Metzmaker	*	?	?
1.1.2.4.18.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Jan Metzmaker	0	0	
1.1.2.4.18.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Jan Metzmaker			×
1.1.2.4.18.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Jan Metzmaker	0	0	
1.1.2.4.19: Havre CVB target travel media to increase the visibility of Montana as a leisure travel destination. Proactively pitch Montana press releases and story ideas to travel media.	0	Debbie A Vandeberg	?	?	?
1.1.2.4.19.1: Disseminate leads and industry trend information to tourism businesses and attractions.	Tactic	Debbie A Vandeberg	O	O	
1.1.2.4.19.2: Conduct publicity workshops for tourism businesses and attractions.	Tactic	Debbie A Vandeberg			~
1.1.2.4.19.3: Coordinate a publicity strategy with private/nonprofit partners, based on target markets and seasons.	Tactic	Debbie A Vandeberg	0	0	
1.1.2.5.8: Big Sky CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Marne Hayes	?	?	?
1.1.2.5.8.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Marne Hayes	?	?	
1.1.2.5.8.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Marne Hayes	?	?	
1.1.2.5.9: Billings CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Joan Kronebusch	C	1	L
1.1.2.5.9.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Joan Kronebusch	ŏ	?	_
1.1.2.5.9.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Joan Kronebusch	0	?	
1.1.2.5.10: Bozeman CVB to target tour operators to bring group tours and packaged vacations to	0	Jim Robbins	O	t	М
Montana. 1.1.2.5.10.2: Focus on tour operators from the National Tour Association, American Bus Association,	Tactic	Jim Robbins		Ö	
and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.11: Butte CVB to target tour operators to bring group tours and packaged vacations to Montana.		Cindy Perdue Dolan	?	?	?
1.1.2.5.11.1: Promote Montana as an off-peak season destination for group/packaged educational and	Tactic	Cindy Perdue Dolan	:	:	×
experiential tours. 1.1.2.5.11.2: Focus on tour operators from the National Tour Association, American Bus Association,	Tactic	Cindy Perdue Dolan			./
and Motorcoach Canada, as well as small independent/boutique tour operators. 1.1.2.5.12: Flathead CVB to target tour operators to bring group tours and packaged vacations to	O	Diane Medler	?	?	?
Montana. 1.1.2.5.12.1: Promote Montana as an off-peak season destination for group/packaged educational and	Tactic	Diane Medler		?	
experiential tours. 1.1.2.5.12.2: Focus on tour operators from the National Tour Association, American Bus Association,		Diane Medler			
and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic)	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.1.2.5.13: Great Falls CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	MIriam Martinson	?	?	?
1.1.2.5.13.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	MIriam Martinson	?	?	
1.1.2.5.13.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	MIriam Martinson	?	?	
1.1.2.5.14: Helena CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Mike Mergenthaler	?	?	?
1.1.2.5.14.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Mike Mergenthaler	?	?	
1.1.2.5.14.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Mike Mergenthaler	?	?	
1.1.2.5.15: Miles City CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	John Laney	?	?	?
1.1.2.5.15.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	John Laney	?	?	
1.1.2.5.15.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	John Laney	?	?	
1.1.2.5.16: Missoula CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Barbara Ann Neilan	?	?	?
1.1.2.5.16.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.5.16.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Barbara Ann Neilan	?	?	
1.1.2.5.17: West Yellowstone CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Marysue Costello	?	?	?
1.1.2.5.17.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Marysue Costello			~
1.1.2.5.17.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Marysue Costello			\
1.1.2.5.18: Whitefish CVB to target tour operators to bring group tours and packaged vacations to Montana.	0	Jan Metzmaker	?	?	6
1.1.2.5.18.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Jan Metzmaker	8		×
1.1.2.5.18.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Jan Metzmaker	•	•	×
1.1.2.5.19: Havre CVB to target tour operators to bring group tours and packaged vacations to Montana.	Ø	Debbie A Vandeberg	Ø	?	?
1.1.2.5.19.1: Promote Montana as an off-peak season destination for group/packaged educational and experiential tours.	Tactic	Debbie A Vandeberg	ŏ	O	
1.1.2.5.19.2: Focus on tour operators from the National Tour Association, American Bus Association, and Motorcoach Canada, as well as small independent/boutique tour operators.	Tactic	Debbie A Vandeberg	•	•	
1.1.3.2.8: Big Sky CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Marne Hayes	?	?	?
1.1.3.2.8.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Marne Hayes	?	?	
1.1.3.2.9: Billings CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Joan Kronebusch			•
1.1.3.2.9.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Joan Kronebusch	•	?	
1.1.3.2.10: Bozeman CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Jim Robbins	8	→	М
1.1.3.2.10.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Jim Robbins	0	0	
1.1.3.2.11: Butte CVB implement the new Montana tourism brand to enhance the state's image and	0	Cindy Perdue Dolan	?	?	?
message in priority markets. 1.1.3.2.11.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Cindy Perdue Dolan	?	?	
1.1.3.2.12: Flathead CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Diane Medler			/
1.1.3.2.12.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Diane Medler			/
1.1.3.2.13: Great Falls CVB implement the new Montana tourism brand to enhance the state's image and	0	MIriam Martinson	?	?	?
message in priority markets. 1.1.3.2.13.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	MIriam Martinson	?	?	
marketing efforts. 1.1.3.2.14: Helena CVB implement the new Montana tourism brand to enhance the state's image and	0	Mike Mergenthaler	?	?	?
message in priority markets. 1.1.3.2.14.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	Mike Mergenthaler	?	?	
marketing efforts. 1.1.3.2.15: Miles City CVB implement the new Montana tourism brand to enhance the state's image and	0	John Laney	?	?	?
message in priority markets. 1.1.3.2.15.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	John Laney	?	?	
marketing efforts. 1.1.3.2.16: Missoula CVB implement the new Montana tourism brand to enhance the state's image and	raciic	Barbara Ann Neilan	?	?	?
message in priority markets. 1.1.3.2.16.1: Encourage tourism and recreation partners to incorporate the Montana brand into	Tactic	Barbara Ann Neilan	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
marketing efforts.					
1.1.3.2.17: West Yellowstone CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Marysue Costello	?	?	?
1.1.3.2.17.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Marysue Costello			>
1.1.3.2.18: Whitefish CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	0	Jan Metzmaker	0	t	L
1.1.3.2.18.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Jan Metzmaker	0	0	<
1.1.3.2.18.2: WCVBhas incorporated elements of the brand into our travel planner, consumer show displays, website and all our collateral.	Tactic	Jan Metzmaker	0	0	
1.1.3.2.20: Havre CVB implement the new Montana tourism brand to enhance the state's image and message in priority markets.	Ø	Debbie A Vandeberg	?	?	?
1.1.3.2.20.1: Encourage tourism and recreation partners to incorporate the Montana brand into marketing efforts.	Tactic	Debbie A Vandeberg	0	0	
1.1.3.3.8: Big Sky CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Marne Hayes	?	?	?
1.1.3.3.9: Billings CVB conduct educational workshops, presentations, and webinars to build marketing	O	Joan Kronebusch	C	t	М
capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.10: Bozeman CVB conduct educational workshops, presentations, and webinars to build	Ö	Jim Robbins)	- 1	м
marketing capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.11: Butte CVB conduct educational workshops, presentations, and webinars to build marketing	_	Cindy Perdue Dolan	?	?	?
capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.12: Flathead CVB conduct educational workshops, presentations, and webinars to build	0	Diane Medler			_
marketing capacity and awareness, and showcase successes, among community and business partners.	0		_	_	?
1.1.3.3.13: Great Falls CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	MIriam Martinson	?	?	
1.1.3.3.14: Helena CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Mike Mergenthaler	?	?	?
1.1.3.3.15: Miles City CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	John Laney	?	?	?
1.1.3.3.16: Missoula CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Barbara Ann Neilan	?	?	?
1.1.3.3.17: West Yellowstone CVB conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.	0	Marysue Costello	?	?	?
1.1.3.3.18: Whitefish CVB conduct educational workshops, presentations, and webinars to build	0	Jan Metzmaker	Ø	1	•
marketing capacity and awareness, and showcase successes, among community and business partners. 1.1.3.3.20: Havre CVB conduct educational workshops, presentations, and webinars to build marketing	Ö	Debbie A Vandeberg	?	?	?
capacity and awareness, and showcase successes, among community and business partners. 1.1.4.3.8: Big Sky CVB provide advanced training for Visitor Information Centers (VICs) in its area,	Ö	Marne Hayes	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.8.1: Encourage site/service managers to collaborate with each other to provide	_	Marne Hayes	?	?	
training/orientation, and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.8.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Marne Hayes			
possible. 1.1.4.3.8.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Marne Hayes	?	?	
Association of Interpretation.	Tactic	-	?	?	
1.1.4.3.9: Billings CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Joan Kronebusch	0	t	L
1.1.4.3.9.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Joan Kronebusch	\otimes	?	
1.1.4.3.9.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Joan Kronebusch		?	
1.1.4.3.9.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Joan Kronebusch			\
1.1.4.3.10: Bozeman CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Jim Robbins	8	→	Н
1.1.4.3.10.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Jim Robbins	0	8	
training/orientation, and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.10.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Jim Robbins	0	C	
possible. 1.1.4.3.10.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Jim Robbins			
Association of Interpretation. 1.1.4.3.11: Butte CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Cindy Perdue Dolan	?	?	?
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training/orientation, and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.11.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Cindy Perdue Dolan	?	?	
possible.	Tactic	,	?	?	
1.1.4.3.11.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Cindy Perdue Dolan			✓
1.1.4.3.12: Flathead CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Diane Medler			•
1.1.4.3.12.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Diane Medler			✓
1.1.4.3.12.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Diane Medler			✓

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatu
possible.					
1.1.4.3.12.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Diane Medler			✓
1.1.4.3.13: Great Falls CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	MIriam Martinson	?	?	?
1.1.4.3.13.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	MIriam Martinson	?	?	
1.1.4.3.13.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	MIriam Martinson	?	?	
possible. 1.1.4.3.13.3: . MT VICs utilize training resources such as Montana Superhost and the National	Tactic	MIriam Martinson	?	?	
Association of Interpretation. 1.1.4.3.14: Helena CVB provide advanced training for Visitor Information Centers (VICs) in its area,		Mike Mergenthaler	?	?	?
including familiarization fours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.14.1: Encourage site/service managers to collaborate with each other to provide	0	Mike Mergenthaler			<u> </u>
training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	ű	?	?	
1.1.4.3.14.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Mike Mergenthaler	?	?	
1.1.4.3.14.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Mike Mergenthaler	?	?	
1.1.4.3.15: Miles City CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	John Laney	?	?	?
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.15.1: Encourage site/service managers to collaborate with each other to provide	Tactic	John Laney	?	?	_
training/orientation, and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.15.2: VICs should coordinate hours/seasons of operation, and consolidate services where	1	John Laney			
possible.	Tactic		?	?	
1.1.4.3.15.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	John Laney	?	?	
1.1.4.3.16: Missoula CVB provide advanced training for Visitor Information Centers (VICs) in its area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	Barbara Ann Neilan	?	?	?
1.1.4.3.16.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Barbara Ann Neilan	?	?	
1.1.4.3.16.2: VICs should coordinate hours/seasons of operation, and consolidate services where	Tactic	Barbara Ann Neilan	?	?	
possible. 1.1.4.3.16.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Barbara Ann Neilan	?	?	H
Association of Interpretation. 1.1.4.3.17: West Yellowstone CVB provide advanced training for Visitor Information Centers (VICs) in its	_	Marysue Costello	?	?	?
area, including familiarization tours for state/federal/regional/tribal/local information staff and volunteers.	0	,			L
1.1.4.3.17.1: Encourage site/service managers to collaborate with each other to provide training/orientation, and to ensure that information provided to travelers is accurate and consistent.	Tactic	Marysue Costello			*
1.1.4.3.17.2: VICs should coordinate hours/seasons of operation, and consolidate services where possible.	Tactic	Marysue Costello			•
1.1.4.3.17.3: MT VICs utilize training resources such as Montana Superhost and the National Association of Interpretation.	Tactic	Marysue Costello			•
1.1.4.3.18: Whitefish CVB provide advanced training for Visitor Information Centers (VICs) in its area,	0	Jan Metzmaker			
including familiarization tours for state/federal/regional/tribal/local information staff and volunteers. 1.1.4.3.18.1: Encourage site/service managers to collaborate with each other to provide	Tactic	Jan Metzmaker	$\overline{}$?	Ť
training/orientation, and to ensure that information provided to travelers is accurate and consistent. 1.1.4.3.18.2: VICs should coordinate hours/seasons of operation, and consolidate services where		Jan Metzmaker	\sim		_
possible. 1.1.4.3.18.3: MT VICs utilize training resources such as Montana Superhost and the National	Tactic	Jan Metzmaker	0	?	_
Association of Interpretation.	Tactic		O	?	
1.2.1.8: Big Sky CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Marne Hayes	?	?	7
1.2.1.8.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Marne Hayes	?	?	
1.2.1.8.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Marne Hayes	?	?	
build tourism awareness. 1.2.1.9: Billings CVB build awareness through publicity efforts about the new Montana Tourism Charter,		Joan Kronebusch			L
geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0				>
1.2.1.9.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	Tactic	Joan Kronebusch	0	?	T
1.2.1.9.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Joan Kronebusch	8	?	H
 build tourism awareness. 1.2.1.10: Bozeman CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging 		Jim Robbins	0	1	N
facility use taxes. 1.2.1.10.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	,	Jim Robbins	0	_	Ľ
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks). 1.2.1.10.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Jim Robbins)	0	L
build tourism awareness.	Tactic			8	
1.2.1.11: Butte CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Cindy Perdue Dolan	?	?	?
1.2.1.11.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are being	Tactic	Cindy Perdue Dolan	?	?	T

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).					
1.2.1.11.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Cindy Perdue Dolan	?	?	
1.2.1.12: Flathead CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Diane Medler			~
1.2.1.12.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are bein addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	g _{Tactic}	Diane Medler			~
1.2.1.12.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Diane Medler		?	
1.2.1.13: Great Falls CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	MIriam Martinson	?	?	?
1.2.1.13.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are bein addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	g _{Tactic}	MIriam Martinson	?	?	Ī
1.2.1.13.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	MIriam Martinson	?	?	
1.2.1.14: Helena CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Mike Mergenthaler	?	?	1
1.2.1.14.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are bein addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	g _{Tactic}	Mike Mergenthaler	?	?	T
1.2.1.14.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Mike Mergenthaler	?	?	t
build tourism awareness. 1.2.1.15: Mlles City CVB build awareness through publicity efforts about the new Montana Tourism Charter geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging terrilibratives.	0	John Laney	?	?	1
facility use taxes. 1.2.1.15.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are bein addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	g _{Tactic}	John Laney	?	?	t
1.2.1.15.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	John Laney	?	?	Ī
1.2.1.16: MIssoula CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Barbara Ann Neilan	?	?	1
1.2.1.16.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are bein addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	g _{Tactic}	Barbara Ann Neilan	?	?	Ť
1.2.1.16.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Barbara Ann Neilan	?	?	Ť
1.2.1.17: West Yellowstone CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.	0	Marysue Costello	?	?	
1.2.1.17.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are bein addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks).	g _{Tactic}	Marysue Costello			,
1.2.1.17.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Marysue Costello			,
1.2.1.18: Whitefish CVB build awareness through publicity efforts about the new Montana Tourism Charter geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Jan Metzmaker	?	?	Ť
facility use taxes. 1.2.1.18.1: Emphasize issues identified in citizen opinion research, how concerns/opportunities are bein addressed and show benefits to resident (a.g. inche taxes are not facility and provident (a.g. inche taxes are not facility are not facility are not facility and provident (a.g. inche taxes are not facility	g _{Tactic}	Jan Metzmaker	0	?	t
addressed, and show benefits to residents (e.g., jobs, taxes, support for State Parks). 1.2.1.18.2: Involve non-tourism groups in National Tourism Week activities, along with other events to	Tactic	Jan Metzmaker	Ť)
build tourism awareness. 1.2.1.21: Havre CVB build awareness through publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging	0	Debbie A Vandeberg			,
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1.2.1.21.2: Involve non-tourism groups in National Tourism Week activities, along with other events to build tourism awareness.	Tactic	Debbie A Vandeberg	0	0	
1.2.2.8: Big Sky CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Marne Hayes	?	?	
1.2.2.8.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Marne Hayes	?	?	
1.2.2.8.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Marne Hayes	?	?	I
1.2.2.8.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.8.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic Tactic	Marne Hayes Marne Hayes	?	?	+
1.2.2.9: Billings CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Joan Kronebusch			,
1.2.2.9.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Joan Kronebusch	0	?	T
1.2.2.9.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Joan Kronebusch	0	?	İ
		I to a self-constitution	$\overline{}$?	Т
1.2.2.9.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Joan Kronebusch)		_

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatu
1.2.2.10: Bozeman CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Jim Robbins	0	→	M
1.2.2.10.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Jim Robbins	0	0	
1.2.2.10.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Jim Robbins	0	0	
1.2.2.10.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Jim Robbins	0	0	
1.2.2.10.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Jim Robbins			
1.2.2.11: Butte CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Cindy Perdue Dolan	?	?	?
1.2.2.11.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Cindy Perdue Dolan	?	?	
1.2.2.11.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Cindy Perdue Dolan	?	?	
1.2.2.11.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.11.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	Cindy Perdue Dolan Cindy Perdue Dolan	?	?	₩
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic			<u> </u>	~
1.2.2.12: Flathead CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Diane Medler		<u></u>	✓
1.2.2.12.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Diane Medler			•
1.2.2.12.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Diane Medler		l	~
1.2.2.12.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Diane Medler			~
1.2.2.12.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Diane Medler			~
1.2.2.13: Great Falls CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	MIriam Martinson	?	?	?
1.2.2.13.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	MIriam Martinson	?	?	
1.2.2.13.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	MIriam Martinson	?	?	
1.2.2.13.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	MIriam Martinson	?	?	
1.2.2.13.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	MIriam Martinson	?	?	
1.2.2.14: Helena CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Mike Mergenthaler	?	?	?
1.2.2.14.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Mike Mergenthaler	?	?	
1.2.2.14.2: Conduct outreach at state, regional, and local meetings and events.		Mike Mergenthaler	?	?	
1.2.2.14.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Mike Mergenthaler	?	?	ļ
1.2.2.14.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Mike Mergenthaler	?	?	
1.2.2.15: Miles City CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	John Laney	?	?	?
1.2.2.15.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	John Laney	?	?	
1.2.2.15.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	John Laney	?	?	
1.2.2.15.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.15.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the	Tactic	John Laney John Laney	?	?	
Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	201111 20110)	?	?	
1.2.2.16: Missoula CVB provide concise, visual briefings and presentations to policy makers and business	0	Barbara Ann Neilan	?	?	?
groups about Montana tourism issues and benefits.					
groups about Montana tourism issues and benefits. 1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	Tactic	Barbara Ann Neilan	?	?	
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events.	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan	?	?	
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events. 1.2.2.16.3: Send e-mail communications to elected officials and MTRI agency directors.		Barbara Ann Neilan Barbara Ann Neilan			
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events. 1.2.2.16.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.16.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues.	Tactic	Barbara Ann Neilan Barbara Ann Neilan Barbara Ann Neilan	?	?	
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events. 1.2.2.16.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.16.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.2.17: West Yellowstone CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan Barbara Ann Neilan Marysue Costello	?	?	?
1.2.2.16.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials. 1.2.2.16.2: Conduct outreach at state, regional, and local meetings and events. 1.2.2.16.3: Send e-mail communications to elected officials and MTRI agency directors. 1.2.2.16.4: Support the Travel Industry Association of Montana in sponsoring Tourism Day at the Legislature, and in measuring the impact of the event on legislators' awareness of tourism issues. 1.2.2.17: West Yellowstone CVB provide concise, visual briefings and presentations to policy makers and	Tactic Tactic Tactic	Barbara Ann Neilan Barbara Ann Neilan Barbara Ann Neilan	?	?	?
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Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Statu
1.2.2.20: Havre CVB provide concise, visual briefings and presentations to policy makers and business groups about Montana tourism issues and benefits.	0	Debbie A Vandeberg	?	?	1
1.2.2.20.1: Distribute tourism data to local chambers of commerce and organization leaders to share with members, constituents and elected officials.	¹ Tactic	Debbie A Vandeberg	0	0	1
1.2.2.20.2: Conduct outreach at state, regional, and local meetings and events.	Tactic	Debbie A Vandeberg	O	0	π
1.2.2.20.3: Send e-mail communications to elected officials and MTRI agency directors.	Tactic	Debbie A Vandeberg	0	O	Т
1.3.1.8: Big Sky CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities or public and private lands, and use technology to encourage recreation in appropriate areas.	0	Marne Hayes	?	?	
1.3.1.8.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Marne Hayes	?	?	
1.3.1.8.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Marne Hayes	?	?	Ţ
1.3.1.8.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Marne Hayes	?	?	\bot
1.3.1.9: Billings CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.9.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	0	Joan Kronebusch Joan Kronebusch		<u></u>	-
publications and web sites by 2009. 1.3.1.9.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Joan Kronebusch		<u> </u>	- 2
	Tactic		_	_	٠
1.3.1.9.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Joan Kronebusch	\otimes	?	4
1.3.1.10: Bozeman CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Jim Robbins	0	†	ŀ
1.3.1.10.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Jim Robbins	•	0	1
1.3.1.10.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Jim Robbins	2	\mathbf{Q}	4
1.3.1.10.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Jim Robbins			1
1.3.1.11: Butte CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Cindy Perdue Dolan	?	?	
1.3.1.11.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Cindy Perdue Dolan	?	?	_
1.3.1.11.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.11.3: Include GPS coordinates on trail maps to assist visitors.	Tactic Tactic	Cindy Perdue Dolan Cindy Perdue Dolan	?	?	+
1.3.1.12: Flathead CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.		Diane Medler		<u> </u>	1
1.3.1.12.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Diane Medler	•	?	Ť
1.3.1.12.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Diane Medler			Τ,
1.3.1.12.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Diane Medler		?	t
1.3.1.13: Great Falls CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate	0	MIriam Martinson	?	?	t
areas. 1.3.1.13.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	Tactic	MIriam Martinson	?	?	+
publications and web sites by 2009.		Marie and Marie and			4
1.3.1.13.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.13.3: Include GPS coordinates on trail maps to assist visitors.	Tactic Tactic	MIriam Martinson MIriam Martinson	?	?	+
1.3.1.14: Helena CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities	Tactic	Mike Mergenthaler	?	?	$^{+}$
on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.4.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	O	Mike Mergenthaler			+
publications and web sites by 2009.	Tactic	mine mergenalare	?	?	
1.3.1.14.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Mike Mergenthaler	?	?	1
 1.3.1.14.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.15: Miles City CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate 	Tactic	Mike Mergenthaler John Laney	?	?	†
1.3.1.15.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	Torio	John Laney	_	<u> </u>	1
publications and web sites by 2009.	Tactic	, and the second	?	?	1
1.3.1.15.2: Distribute responsible use materials at all visitor centers annually.	Tactic	John Laney	?	?	Ţ
1.3.1.15.3: Include GPS coordinates on trail maps to assist visitors.1.3.1.16: Missoula CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities	Tactic	John Laney Barbara Ann Neilan	?	?	+
on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Barbara Ann Neilan			1
	T	Daibaia Ailii Nellali	?	?	1
1.3.1.16.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic	Rarbara Ann Nailan	''	. :	-1
1.3.1.16.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.16.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Barbara Ann Neilan Barbara Ann Neilan	?		Т
1.3.1.16.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.16.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.16.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.17: West Yellowstone CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate		Barbara Ann Neilan Barbara Ann Neilan Marysue Costello	?	?	1
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1.3.1.16.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009. 1.3.1.16.2: Distribute responsible use materials at all visitor centers annually. 1.3.1.16.3: Include GPS coordinates on trail maps to assist visitors. 1.3.1.17: West Yellowstone CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas. 1.3.1.17.1: Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.	Tactic Tactic Tactic Tactic Tactic Tactic	Barbara Ann Neilan Marysue Costello Marysue Costello	?	?	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
publications and web sites by 2009.					
1.3.1.18.2: Distribute responsible use materials at all visitor centers annually.	Tactic	Jan Metzmaker	_		~
1.3.1.18.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Jan Metzmaker	8	?	?
1.3.1.21: Havre CVB educate Montana visitors, suppliers, and residents about ethics and responsibilities on public and private lands, and use technology to encourage recreation in appropriate areas.	0	Debbie A Vandeberg	?	?	ſ
1.3.1.21.1: Incorporate responsible use messages and geotourism ethics into tourism marketing	Tactic	Debbie A Vandeberg	0	0	
publications and web sites by 2009. 1.3.1.21.2: Distribute responsible use materials at all visitor centers annually.		Debbie A Vandeberg	$\stackrel{\sim}{\sim}$	\sim	-
1.3.1.21.2. Distribute responsible use materials at all visitor centers annually. 1.3.1.21.3: Include GPS coordinates on trail maps to assist visitors.	Tactic	Debbie A Vandeberg	\sim	X	-
1.3.2.8: Big Sky CVB coordinate local tourism marketing efforts with state/federal land management	Tactic	Marne Hayes	?	Ò	2
strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	iviairie riayes			•
1.3.2.8.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Marne Hayes	?	?	
1.3.2.8.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Marne Hayes	?	?	
1.3.2.9: Billings CVB coordinate local tourism marketing efforts with state/federal land management	0	Joan Kronebusch			•
strategies, to ensure that promotion messages are consistent with public land uses and available facilities.)	Leave Manage Leave			***
1.3.2.9.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Joan Kronebusch	\otimes	?	
1.3.2.9.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Joan Kronebusch	\otimes	?	
1.3.2.10: Bozeman CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Jim Robbins	0	1	L
1.3.2.10.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	Jim Robbins		O	
appropriately aligned. 1.3.2.10.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Jim Robbins		9	
availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	0: 1 5 1 5 1	•	0	
1.3.2.11: Butte CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Cindy Perdue Dolan	?	?	?
1.3.2.11.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Cindy Perdue Dolan	?	?	
1.3.2.11.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Cindy Perdue Dolan	?	?	
1.3.2.12: Flathead CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Diane Medler			6
1.3.2.12.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	Diane Medler			/
appropriately aligned. 1.3.2.12.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Diane Medler			_
availability of use, and appropriate types of recreation for public lands and related facilities. 1.3.2.13: Great Falls CVB coordinate local tourism marketing efforts with state/federal land management	0	MIriam Martinson	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.13.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	MIriam Martinson	?	?	
appropriately aligned. 1.3.2.13.2: Coordinate tourism marketing messages that incorporate an accurate and current status for		MIriam Martinson			
availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic		?	?	
1.3.2.14: Helena CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Mike Mergenthaler	?	?	?
1.3.2.14.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Mike Mergenthaler	?	?	
1.3.2.14.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Mike Mergenthaler	?	?	
1.3.2.15: Miles City CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	John Laney	?	?	?
1.3.2.15.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	Tactic	John Laney	?	?	
appropriately aligned. 1.3.2.15.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	John Laney	?	?	
1.3.2.16: Missoula CVB coordinate local tourism marketing efforts with state/federal land management	0	Barbara Ann Neilan	?	?	?
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.16.1: Identify capacity and maintenance challenges, and ensure that ourism marketing efforts are	Tactic	Barbara Ann Neilan	?	?	
appropriately aligned. 1.3.2.16.2: Coordinate tourism marketing messages that incorporate an accurate and current status for		Barbara Ann Neilan			
availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic		?	?	2
1.3.2.17: West Yellowstone CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and published equilibrate.	0	Marysue Costello	?	?	?
available facilities. 1.3.2.17.1: Identify capacity and maintenance challenges, and ensure that ourism marketing efforts are	Tactic	Marysue Costello			/
appropriately aligned. 1.3.2.17.2: Coordinate tourism marketing messages that incorporate an accurate and current status for	Tactic	Marysue Costello			./
availability of use, and appropriate types of recreation for public lands and related facilities. 1.3.2.18: Whitefish CVB coordinate local tourism marketing efforts with state/federal land management	_	Jan Metzmaker	_		Ť
strategies, to ensure that promotion messages are consistent with public land uses and available facilities. 1.3.2.18.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are	0	Jan Metzmaker	0	7	L
appropriately aligned.	Tactic	Jan Wolzmanei	O	O	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.3.2.18.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Jan Metzmaker	0	0	
1.3.2.21: Havre CVB coordinate local tourism marketing efforts with state/federal land management strategies, to ensure that promotion messages are consistent with public land uses and available facilities.	0	Debbie A Vandeberg	?	?	?
1.3.2.21.1: Identify capacity and maintenance challenges, and ensure that tourism marketing efforts are appropriately aligned.	Tactic	Debbie A Vandeberg	0	0	
1.3.2.21.2: Coordinate tourism marketing messages that incorporate an accurate and current status for availability of use, and appropriate types of recreation for public lands and related facilities.	Tactic	Debbie A Vandeberg	0	0	
1.4.1.1.1: Big Sky CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Marne Hayes	?	?	?
1.4.1.1.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Marne Hayes	?	?	
1.4.1.1.1.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marne Hayes	?	?	
1.4.1.1.2: Billings CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Joan Kronebusch	*	t	L
1.4.1.1.2.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Joan Kronebusch	•	?	
1.4.1.1.2.2: Use creative venue ideas for recruitment of conventions.	Tactic	Joan Kronebusch	C	?	
1.4.1.1.3: Bozeman CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Jim Robbins	ŏ	1	L
1.4.1.1.3.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as		Jim Robbins			
interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic		0	0	
1.4.1.1.3.2: Use creative venue ideas for recruitment of conventions.	Tactic	Jim Robbins	0	0	
1.4.1.1.4: Butte CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Cindy Perdue Dolan	?	?	?
1.4.1.1.4.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Cindy Perdue Dolan	?	?	
1.4.1.1.4.2: Use creative venue ideas for recruitment of conventions.	Tactic	Cindy Perdue Dolan			✓
1.4.1.1.5: Flathead CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Diane Medler			•
1.4.1.1.5.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Diane Medler			~
1.4.1.1.5.2: Use creative venue ideas for recruitment of conventions.	Tactic	Diane Medler	0	?	
1.4.1.1.6: Great Falls CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	MIriam Martinson	?	?	?
1.4.1.1.6.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	MIriam Martinson	?	?	
1.4.1.1.6.2: Use creative venue ideas for recruitment of conventions.	Tactic	MIriam Martinson	?	?	
1.4.1.1.7: Helena CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Mike Mergenthaler	?	?	?
1.4.1.1.7.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Mike Mergenthaler	?	?	
1.4.1.1.7.2: Use creative venue ideas for recruitment of conventions.	Tactic	Mike Mergenthaler	?	?	Ļ
1.4.1.1.8: Mlles City CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	John Laney	?	?	?
1.4.1.1.8.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	John Laney	?	?	
1.4.1.1.8.2: Use creative venue ideas for recruitment of conventions.	Tactic	John Laney Barbara Ann Neilan	?	?	?
1.4.1.1.9: Missoula CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0		?	?	?
1.4.1.1.9.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Barbara Ann Neilan	?	?	
1.4.1.1.9.2: Use creative venue ideas for recruitment of conventions.	Tactic	Barbara Ann Neilan	?	?	_
1.4.1.1.10: West Yellowstone CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Marysue Costello	?	?	?
1.4.1.1.10.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Marysue Costello			~
1.4.1.1.10.2: Use creative venue ideas for recruitment of conventions.	Tactic	Marysue Costello			✓
1.4.1.1.11: Whitefish CVB use local historial/cultural/tribal attractions as venues for conferences, events, and educational seminars.	0	Jan Metzmaker	8	1	L
1.4.1.1.11.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.	Tactic	Jan Metzmaker	0	?	
1.4.1.1.11.2: Use creative venue ideas for recruitment of conventions.	Tactic	Jan Metzmaker	0	0	

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.4.1.1.13: Havre CVB use local historial/cultural/tribal attractions as venues for conferences, events, and		Debbie A Vandeberg	?	?	?
educational seminars. 1.4.1.1.3.1: Work cooperatively to use historic/cultural attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and	Tactic	Debbie A Vandeberg	0	0	
revenue for those attractions/services. 1.4.1.1.13.2: Use creative venue ideas for recruitment of conventions.	Tastis	Debbie A Vandeberg	$\overline{}$	$\overline{}$	
1.4.1.3: Enhance the online statewide calendar of arts/culture/historical/tribal events.	Tactic	Corrie Hahn	?	?	?
1.5.1.1.7: Big Sky CVB create vacation packages and develop theme itineraries designed for off-peak	Ö	Marne Hayes	?	?	?
season niche markets targeted by promotion efforts. 1.5.1.1.7.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on	0	Marne Hayes			Ŀ
off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	iviairie riayes	?	?	
1.5.1.1.7.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Marne Hayes	?	?	
1.5.1.1.8: Billings CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Joan Kronebusch	?	?	?
1.5.1.1.8.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on	Tactic	Joan Kronebusch	O	?	
off-peak season niche markets targeted by state/regional marketing efforts. 1.5.1.1.8.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Joan Kronebusch	8	?	
1.5.1.1.9: Bozeman CVB create vacation packages and develop theme itineraries designed for off-peak	O	Jim Robbins	O	t	м
season niche markets targeted by promotion efforts. 1.5.1.1.9.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on	Tactic	Jim Robbins		ō	
off-peak season niche markets targeted by state/regional marketing efforts. 1.5.1.1.9.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.		lin Dabbina	7	$\frac{\circ}{\circ}$	
1.5.1.1.10: Butte CVB create vacation packages and develop theme itineraries designed for off-peak	Tactic	Jim Robbins	?	?	?
season niche markets targeted by promotion efforts.	0	Cindy Perdue Dolan	?	?	·
1.5.1.1.10.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.1.10.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.1.11: Flathead CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Diane Medler			✓
1.5.1.1.11.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Diane Medler			✓
1.5.1.1.11.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Diane Medler			\
1.5.1.1.12: Great Falls CVB create vacation packages and develop theme itineraries designed for off- peak season niche markets targeted by promotion efforts.	0	MIriam Martinson	?	?	?
1.5.1.1.12.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	MIriam Martinson	?	?	
1.5.1.1.12.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	MIriam Martinson	?	?	
1.5.1.1.13: Helena CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Mike Mergenthaler	?	?	?
1.5.1.1.13.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Mike Mergenthaler	?	?	
1.5.1.1.13.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Mike Mergenthaler	?	?	
1.5.1.1.14: Miles City CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	John Laney	?	?	?
1.5.1.1.14.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	John Laney	?	?	
1.5.1.1.14.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	John Laney	?	?	
1.5.1.1.15: Missoula CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Barbara Ann Neilan	?	?	?
1.5.1.1.15.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.1.15.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Barbara Ann Neilan	?	?	
1.5.1.1.16: West Yellowstone CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Marysue Costello	?	?	?
1.5.1.1.16.1: Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets targeted by state/regional marketing efforts.	Tactic	Marysue Costello			✓
1.5.1.1.16.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Marysue Costello			/
1.5.1.1.17: Whitefish CVB create vacation packages and develop theme itineraries designed for off-peak	0	Jan Metzmaker	*	t	Ĺ
season niche markets targeted by promotion efforts. 1.5.1.1.17.1: Package lodging with attractions, activities, events, meals, and transportation, focusing	Tactic	Jan Metzmaker	C	o	
on off-peak season niche markets targeted by state/regional marketing efforts. 1.5.1.1.17.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Jan Metzmaker	ŏ	ŏ	
1.5.1.1.18: Havre CVB create vacation packages and develop theme itineraries designed for off-peak season niche markets targeted by promotion efforts.	0	Debbie A Vandeberg	?	?	?
1.5.1.1.18.1: Package lodging with attractions, activities, events, meals, and transportation, focusing	Tactic	Debbie A Vandeberg	0	0	
on off-peak season niche markets targeted by state/regional marketing efforts. 1.5.1.1.18.2: Promote packages through tourism web sites, e-letters, podcasts, visitor centers, etc.	Tactic	Debbie A Vandeberg	č	ŏ	<u> </u>
1.5.1.2.7: Big Sky CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	O	Marne Hayes	?	?	?
learning vacations, tribal activities). 1.5.1.2.7.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice sketing/fishing, sowerheaing, dog sledding, but springs, arts/pultural/historical events and attractions.		Marne Hayes	?	?	
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions, etc.	Tactic	Married			
1.5.1.2.7.2: Package and promote to targeted resident and nonresident markets.	ı actic	Marne Hayes	?	?	<u> </u>

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	Status
1.5.1.2.7.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Marne Hayes	?	?	
1.5.1.2.8: Billings CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Joan Kronebusch			\
1.5.1.2.8.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions	s, Tactic	Joan Kronebusch			~
etc. 1.5.1.2.8.2: Package and promote to targeted resident and nonresident markets.	Tactic	Joan Kronebusch	+	<u> </u>	. /
1.5.1.2.8.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Joan Kronebusch	₩	<u> </u>	~
1.5.1.2.9: Bozeman CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	O	Jim Robbins	0	t	Ľ
learning vacations, tribal activities). 1.5.1.2.9.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions etc.	s, Tactic	Jim Robbins	0	0	
1.5.1.2.9.2: Package and promote to targeted resident and nonresident markets.	Tactic	Jim Robbins	\circ	0	-
1.5.1.2.9.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Jim Robbins	×	×	
1.5.1.2.10: Butte CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,		Cindy Perdue Dolan	?	?	?
learning vacations, tribal activities). 1.5.1.2.10.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice	0	Cindy Perdue Dolan			<u> </u>
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions etc.			?	?	
1.5.1.2.10.2: Package and promote to targeted resident and nonresident markets.	Tactic	Cindy Perdue Dolan	?	?	—
1.5.1.2.10.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Cindy Perdue Dolan	?	?	
1.5.1.2.11: Flathead CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Diane Medler			✓
1.5.1.2.11.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions etc.	s, Tactic	Diane Medler			~
1.5.1.2.11.2: Package and promote to targeted resident and nonresident markets.	Tactic	Diane Medler			~
1.5.1.2.11.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Diane Medler		?	
1.5.1.2.12: Great Falls CVB expand winter tourism products/activities to draw visitors (spas, arts/culture learning vacations, tribal activities).	e, O	MIriam Martinson	?	?	?
1.5.1.2.12.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions etc.	s, Tactic	MIriam Martinson	?	?	
1.5.1.2.12.2: Package and promote to targeted resident and nonresident markets.	Tactic	MIriam Martinson	?	?	
1.5.1.2.12.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic		?	?	<u> </u>
1.5.1.2.13: Helena CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0	Mike Mergenthaler	?	?	?
1.5.1.2.13.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions etc.	s, Tactic	Mike Mergenthaler	?	?	
1.5.1.2.13.2: Package and promote to targeted resident and nonresident markets.	Tactic		?	?	
1.5.1.2.13.3: Include a fam tour of winter activities at region meetings and VIC workshops. 1.5.1.2.14: Miles City CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, tourism products/activities to draw visitors).	Tactic	Mike Mergenthaler John Laney	?	?	?
learning vacations, tribal activities). 1.5.1.2.14.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions	+	John Laney	?	?	
etc.			ليا	_	₩
1.5.1.2.14.2: Package and promote to targeted resident and nonresident markets.	Tactic Tactic	John Laney	?	?	₩
1.5.1.2.14.3: Include a fam tour of winter activities at region meetings and VIC workshops.1.5.1.2.15: Missoula CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	_	John Laney Barbara Ann Neilan	?	?	?
learning vacations, tribal activities). 1.5.1.2.15.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice	0	Barbara Ann Neilan	<u> </u>	· —	Ė
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions etc.	s, Tactic		?	?	
1.5.1.2.15.2: Package and promote to targeted resident and nonresident markets.	Tactic	Barbara Ann Neilan	?	?	<u> </u>
1.5.1.2.15.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Barbara Ann Neilan	?	?	-
1.5.1.2.16: West Yellowstone CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities). 1.5.1.2.16.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice	0	Marysue Costello	?	?	?
skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions etc.	s, Tactic	Marysue Costello			✓
1.5.1.2.16.2: Package and promote to targeted resident and nonresident markets.	Tactic	Marysue Costello			✓
1.5.1.2.16.3: Include a fam tour of winter activities at region meetings and VIC workshops.	Tactic	Marysue Costello			/
		Jan Metzmaker	?	?	?
1.5.1.2.17: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities).	0				
1.5.1.2.17: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture,	+ -	Jan Metzmaker	0	?	
1.5.1.2.17: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities). 1.5.1.2.17.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions.	+ -	Jan Metzmaker Jan Metzmaker	0	?	_
1.5.1.2.17: Whitefish CVB expand winter tourism products/activities to draw visitors (spas, arts/culture, learning vacations, tribal activities). 1.5.1.2.17.1: Identify opportunities to increase indoor and outdoor winter activities, such as ice skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions etc.	s, Tactic		0	?	*

learning vacations, tribal activities). 1.5.1.2.19.1 is literality operatures to increase indoor and outdoor winter activities, such as ice steamphishing, anovathoeing, dog seeding, hot aprosp, and collections of the process of th	Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
skalamyfishing, anowshoeing, dogs addring, hot springs, ansteutuna/historical events and attractions, etc. 1.5.1.2.19.2. Package and promote to targeted resident and norresident markets. 1.5.1.2.19.3. Include a familitary of wirter archivilles at region membrings and VIC workshops. 1.5.1.3.8. Big Sky CVID encourage use of Mortisan products by restaurants, markets, retail shops, and continuous and another and the state of the st	learning vacations, tribal activities).					
1.5.1.2.19.3. Include a fain tour of winter activities at region meetings and VIC workshops. 1.5.1.3.18. Bigs (GV 30 accounge) used of Montana products by residences. 1.5.1.3.18. Bigs (GV 30 accounge used winter activities at region meeting and vice. 1.5.1.3.2.2 Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.3.3.3. Extremely a source to the products for the products. 1.5.1.3.3.3.2 Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses in tour known products for courtism meetings, workshops, and suppliers, to add value to local businesses and true-let experiences. 1.5.1.3.3.3.2 Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.3.3.2 Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.3.1.3.2 Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.1.3.1.3.2 Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to toury and/or promote their products. 1.5.1.3.1.3.1.3.2 Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to toury and/or promote their products. 1.5.1.3.1.3.1.3.2 Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.1.3.1.3.2 Encourage producers to be decome active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.1.3.1.3.3.4 Instituted businesses and tourism organizations, and network with tourism businesses	skating/fishing, snowshoeing, dog sledding, hot springs, arts/cultural/historical events and attractions,	Tactic	Debbie A Vandeberg	0	0	
1.5.1.3.8 Eligibs (CVB encourage use of Montana products by restaurants, markets, retail chaps, and suppliers, to add value to local bosinesses and traveler operations. 1.5.1.3.8.1 Promote farmers' markets and Mades (Grown-in-Montana programs through travel guides and web sites, and at Visa. 1.5.1.3.8.2 Encourage produces to be became active in localizations and control of the products. 1.5.1.3.8.2 Elimings (CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and travel's reporting on the formal products. 1.5.1.3.9.1 Promote farmers' markets and Mades (Grown-in-Montana programs through travel guides and verb strike, and strike to local businesses and traveler experiences. 1.5.1.3.9.1 Promote farmers' markets and Mades (Grown-in-Montana programs through travel guides and verb strike, and of White to local businesses and traveler experiences entire, in localizations, and retwork with tourism businesses to buy and/or promote their products. 1.5.1.3.10.1 Brown and the strike of the strike o	1.5.1.2.19.2: Package and promote to targeted resident and nonresident markets.	Tactic	Debbie A Vandeberg	O	0	
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network with tourism businesses to buy and/or promote their products. 1.5.1.3.15.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.5.1.3.16: Missoula CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.16.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs. 1.5.1.3.16.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.17: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides 1.5.1.3.17: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides 1.5.1.3.17: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides 1.5.1.3.17: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides		Tactic	John Laney	?	?	
1.5.1.3.15.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.5.1.3.16: Missoula CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.16.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs. 1.5.1.3.16.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.17: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides 1.5.1.3.17: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides 1.5.1.3.17: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides 1.5.1.3.17: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	1.5.1.3.15.2: Encourage producers to become active in local/regional tourism organizations, and	Tactic	John Laney	?	?	
suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.16.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs. 1.5.1.3.16.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides Tactic Marysue Costello	1.5.1.3.15.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	John Laney			
and web sites, and at VICs. 1.5.1.3.16.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products. 1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides Tactic Marysue Costello	suppliers, to add value to local businesses and traveler experiences.	0	Barbara Ann Neilan	?	?	?
network with tourism businesses to buy and/or promote their products. 1.5.1.3.16.3: Ask restaurants to use local products for tourism meetings, workshops, etc. 1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides Tactic Marysue Costello	and web sites, and at VICs.	Tactic		?	?	
1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences. 1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides Tactic Marysue Costello	network with tourism businesses to buy and/or promote their products.					
1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides Tactic Marysue Costello	1.5.1.3.17: West Yellowstone CVB encourage use of Montana products by restaurants, markets, retail	Tactic				?
and web sites, and at VICs.	1.5.1.3.17.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides	Tactic	Marysue Costello			./

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.5.1.3.17.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Marysue Costello			✓
1.5.1.3.17.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Marysue Costello			~
1.5.1.3.18: Whitefish CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Jan Metzmaker	0	t	L
1.5.1.3.18.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Jan Metzmaker	O	Ō	
1.5.1.3.18.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Jan Metzmaker	0	0	
1.5.1.3.18.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Jan Metzmaker	0	0	
1.5.1.3.20: Havre CVB encourage use of Montana products by restaurants, markets, retail shops, and suppliers, to add value to local businesses and traveler experiences.	0	Debbie A Vandeberg			6
1.5.1.3.20.1: Promote farmers' markets and Made/Grown-in-Montana programs through travel guides and web sites, and at VICs.	Tactic	Debbie A Vandeberg	0	0	
1.5.1.3.20.2: Encourage producers to become active in local/regional tourism organizations, and network with tourism businesses to buy and/or promote their products.	Tactic	Debbie A Vandeberg	0	0	
1.5.1.3.20.3: Ask restaurants to use local products for tourism meetings, workshops, etc.	Tactic	Debbie A Vandeberg	O	O	
1.6.1.1.2: Big Sky CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marne Hayes	?	?	?
1.6.1.1.2.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Marne Hayes	?	?	
1.6.1.1.3: Billings CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Joan Kronebusch			~
1.6.1.1.3.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Joan Kronebusch			✓
1.6.1.1.4: Bozeman CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	•	Jim Robbins	*	t	L
1.6.1.1.4.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Jim Robbins	•	0	
1.6.1.1.5: Butte CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Cindy Perdue Dolan	?	?	?
1.6.1.1.5.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Cindy Perdue Dolan	?	?	
1.6.1.1.6: Flathead CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Diane Medler			•
1.6.1.1.6.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Diane Medler	•	?	
1.6.1.1.7: Great Falls CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	MIriam Martinson	?	?	?
1.6.1.1.7.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	MIriam Martinson	?	?	
1.6.1.1.8: Helena CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff	0	Mike Mergenthaler	?	?	?
certification, CVB accreditation. 1.6.1.1.8.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Mike Mergenthaler	?	?	
1.6.1.1.9: Miles City CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	John Laney	?	?	?
1.6.1.1.9.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	John Laney	?	?	
1.6.1.1.10: Missoula CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff	0	Barbara Ann Neilan	?	?	?
certification, CVB accreditation. 1.6.1.1.10.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Barbara Ann Neilan	?	?	
1.6.1.1.11: West Yellowstone CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Marysue Costello	?	?	?
1.6.1.1.11.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Marysue Costello			×
1.6.1.1.12: Whitefish CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Jan Metzmaker	0	t	L
1.6.1.1.12.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Jan Metzmaker	0	0	
1.6.1.1.13: Havre CVB join either Destination Marketing Assoc. International (DMAI) or the Western Assoc. of CVBs (WACVB) to implement standards, procedures and performance reporting, staff certification, CVB accreditation.	0	Debbie A Vandeberg			·

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.6.1.1.13.1: Include DMAI (www.iacvb.org) or WACVB (www.wacvb.com) membership fees in CVB marketing budgets.	Tactic	Debbie A Vandeberg	0	O	
1.7.1.1: Big Sky CVB increase air service capacity to and from Montana cities.	0	Marne Hayes	?	?	?
1.7.1.1.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	Tactic	Marne Hayes	?	?	
airlines about frequency, flight schedules, and year-round service. 1.7.1.1.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Marne Hayes	?	?	
secure additional airline service. 1.7.1.1.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create		Marne Hayes			-
new public use recreational airstrips.	Tactic	· ·	?	?	
1.7.1.2: Billings CVB increase air service capacity to and from Montana cities.	0	Joan Kronebusch	O	Ť	Н
1.7.1.2.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Joan Kronebusch	0	?	
1.7.1.2.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Joan Kronebusch	0	?	
1.7.1.2.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Joan Kronebusch			×
1.7.1.3: Bozeman CVB increase air service capacity to and from Montana cities.	0	Jim Robbins	*	t	L
1.7.1.3.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Jim Robbins	Ô	Ō	
1.7.1.3.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Jim Robbins	O	C	
secure additional airline service. 1.7.1.3.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	Tactic	Jim Robbins))	×
new public use recreational airstrips. 1.7.1.4: Butte CVB increase air service capacity to and from Montana cities.	Tactic	Cindy Perdue Dolan	?	?	?
1.7.1.4.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with		Cindy Perdue Dolan			<u> </u>
airlines about frequency, flight schedules, and year-round service.	Tactic	•	?	?	<u> </u>
1.7.1.4.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Cindy Perdue Dolan	0	?	<u> </u>
1.7.1.4.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Cindy Perdue Dolan	?	?	
1.7.1.5: Flathead CVB increase air service capacity to and from Montana cities.	0	Diane Medler	?	?	?
1.7.1.5.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Diane Medler			✓
1.7.1.5.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Diane Medler			/
secure additional airline service. 1.7.1.5.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create	Tactic	Diane Medler			×
new public use recreational airstrips. 1.7.1.6: Great Falls CVB increase air service capacity to and from Montana cities.	raciic	MIriam Martinson	?	?	?
1.7.1.6.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	Tactic	MIriam Martinson	?	?	·
airlines about frequency, flight schedules, and year-round service. 1.7.1.6.2: Partner with cities, counties, local task forces, and economic development organizations to		MIriam Martinson			-
secure additional airline service.	Tactic		?	?	
1.7.1.6.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	MIriam Martinson	?	?	
1.7.1.7: Helena CVB increase air service capacity to and from Montana cities.	0	Mike Mergenthaler	?	?	?
1.7.1.7.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Mike Mergenthaler	?	?	
1.7.1.7.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Mike Mergenthaler	?	?	
1.7.1.7.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Mike Mergenthaler	?	?	
1.7.1.8: Miles City CVB increase air service capacity to and from Montana cities.	0	John Laney	?	?	?
1.7.1.8.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	Tactic	John Laney	?	?	
airlines about frequency, flight schedules, and year-round service. 1.7.1.8.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	John Laney	?	?	
secure additional airline service. 1.7.1.8.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create		John Laney	?	?	
new public use recreational airstrips. 1.7.1.9: Missoula CVB increase air service capacity to and from Montana cities.	Tactic	Barbara Ann Neilan	?	?	?
1.7.1.9. Missoula CVb increase all service capacity to and norm montana cities. 1.7.1.9.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with	O	Barbara Ann Neilan			ſ
airlines about frequency, flight schedules, and year-round service.	Tactic		?	?	
1.7.1.9.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Barbara Ann Neilan	?	?	
1.7.1.9.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Barbara Ann Neilan	?	?	
1.7.1.10: West Yellowstone CVB increase air service capacity to and from Montana cities.	0	Marysue Costello	?	?	?
1.7.1.10.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Marysue Costello			✓
1.7.1.10.2: Partner with cities, counties, local task forces, and economic development organizations to	Tactic	Marysue Costello			/
secure additional airline service. 1.7.1.10.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and	Tactic	Marysue Costello			
create new public use recreational airstrips.	ractic				~

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	ew S	tatus
1.7.1.11: Whitefish CVB increase air service capacity to and from Montana cities.	0	Jan Metzmaker	0	Ļ	М
1.7.1.11.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Jan Metzmaker	Ŏ	0	
1.7.1.11.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Jan Metzmaker	0	0	
1.7.1.11.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Jan Metzmaker			×
1.7.1.13: Havre CVB increase air service capacity to and from Montana cities.	0	Debbie A Vandeberg	?	?	?
1.7.1.13.1: Encourage tourism stakeholders to participate in air service discussions, and to meet with airlines about frequency, flight schedules, and year-round service.	Tactic	Debbie A Vandeberg	0	0	
1.7.1.13.2: Partner with cities, counties, local task forces, and economic development organizations to secure additional airline service.	Tactic	Debbie A Vandeberg	0	0	
1.7.1.13.3: Collaborate with the Recreational Aviation Foundation to preserve existing airstrips and create new public use recreational airstrips.	Tactic	Debbie A Vandeberg	0	0	
1.9.2.8: Big Sky CVB foster opportunities to pool public and private marketing dollars.	0	Marne Hayes	?	?	?
1.9.2.8.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Marne Hayes	?	?	
1.9.2.8.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Marne Hayes Joan Kronebusch	?	?	
1.9.2.9: Billings CVB foster opportunities to pool public and private marketing dollars.	0		×	T	М
 1.9.2.9.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.9.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI. 	Tactic	Joan Kronebusch Joan Kronebusch	O	?	
	Tactic	Jim Robbins	×	?	
1.9.2.10: Bozeman CVB foster opportunities to pool public and private marketing dollars. 1.9.2.10.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	0	Jim Robbins	Š	^	L
attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.10.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	Tactic	Jim Robbins	C	C	
ROI. 1.9.2.11: Butte CVB foster opportunities to pool public and private marketing dollars.	Tactic	Cindy Perdue Dolan	?	?	?
1.9.2.11.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	Tantin	Cindy Perdue Dolan			
attractions to pool marketing dollars and leverage lodging tax funds for higher impact. 1.9.2.11.2: Clearly define marketing strategies, funding needed annually, and methods for measuring	Tactic Tactic	Cindy Perdue Dolan	?	?	
ROI.	raciic	D: 14 II	· ·		L.
1.9.2.12: Flathead CVB foster opportunities to pool public and private marketing dollars. 1.9.2.12.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and	C	Diane Medler Diane Medler			✓
attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Diane Wedler			~
1.9.2.12.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Diane Medler			✓
1.9.2.13: Great Falls CVB foster opportunities to pool public and private marketing dollars.	0	MIriam Martinson	?	?	?
1.9.2.13.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	MIriam Martinson	?	?	
1.9.2.13.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	MIriam Martinson	?	?	
1.9.2.14: Helena CVB foster opportunities to pool public and private marketing dollars.	0	Mike Mergenthaler	?	?	?
1.9.2.14.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Mike Mergenthaler	?	?	
1.9.2.14.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Mike Mergenthaler	?	?	
1.9.2.15: Miles City CVB foster opportunities to pool public and private marketing dollars.	0	John Laney	?	?	?
1.9.2.15.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	John Laney	?	?	
1.9.2.15.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	John Laney	?	?	
1.9.2.16: Missoula CVB foster opportunities to pool public and private marketing dollars.	0	Barbara Ann Neilan	?	?	?
1.9.2.16.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Barbara Ann Neilan	?	?	
1.9.2.16.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Barbara Ann Neilan	?	?	
1.9.2.17: West Yellowstone CVB foster opportunities to pool public and private marketing dollars.	0	Marysue Costello	?	?	?
1.9.2.17.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Marysue Costello			✓
1.9.2.17.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Marysue Costello			~
1.9.2.18: Whitefish CVB foster opportunities to pool public and private marketing dollars.	0	Jan Metzmaker	\star	1	L
1.9.2.18.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Jan Metzmaker	0	0	
1.9.2.18.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Jan Metzmaker	Ô	Ô	_
1.9.2.19: Havre CVB foster opportunities to pool public and private marketing dollars.	Ø	Debbie A Vandeberg	?	?	?
1.9.2.19.1: Coordinate the marketing efforts of Travel Montana, regions, CVBs, businesses and attractions to pool marketing dollars and leverage lodging tax funds for higher impact.	Tactic	Debbie A Vandeberg	0	0	ł

Objective, Strategy, or Tactic	Creation Status	Owner	Revie	ew S	tatu
1.9.2.19.2: Clearly define marketing strategies, funding needed annually, and methods for measuring ROI.	Tactic	Debbie A Vandeberg	0	0	
1.9.3.7: Big Sky CVB enhance funding for CVB marketing efforts.	0	Marne Hayes	?	?	?
1.9.3.7.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Marne Hayes	?	?	
1.9.3.7.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	e Tactic	Marne Hayes	?	?	
1.9.3.7.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to	O Tactic	Marne Hayes	?	?	
enhance operations and marketing budgets. 1.9.3.8: Billings CVB enhance funding for CVB marketing efforts.	0	Joan Kronebusch	*	t	M
1.9.3.8.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Joan Kronebusch	0	?	
1.9.3.8.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	e Tactic	Joan Kronebusch	•	?	
1.9.3.8.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to	O Tactic	Joan Kronebusch	0	?	
enhance operations and marketing budgets. 1.9.3.9: Bozeman CVB enhance funding for CVB marketing efforts.		Jim Robbins	¥	+	ı
1.9.3.9.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Jim Robbins	$\hat{\otimes}$	ö	-
organizations to address regional and local issues related to tourism and recreation. 1.9.3.9.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative	e Tactic	Jim Robbins		ŏ	
projects. 1.9.3.9.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to		Jim Robbins	<u>~</u>	$\frac{\circ}{\circ}$	
enhance operations and marketing budgets. 1.9.3.10: Butte CVB enhance funding for CVB marketing efforts.	Tactic	Cindy Perdue Dolan	?	?	?
1.9.3.10.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Cindy Perdue Dolan	?	?	-
organizations to address regional and local issues related to tourism and recreation. 1.9.3.10.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperati		Cindy Perdue Dolan	?	?	-
projects. 1.9.3.10.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	to	Cindy Perdue Dolan	^		
enhance operations and marketing budgets. 1.9.3.11: Flathead CVB enhance funding for CVB marketing efforts.	Tactic	Diane Medler	Ø	?	<u> </u>
1.9.3.11.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Diane Medler			~
organizations to address regional and local issues related to tourism and recreation. 1.9.3.11.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperati	vo	Diane Medler	₩		~
projects.	Tacuc				~
1.9.3.11.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option enhance operations and marketing budgets.	Tactic	Diane Medler			~
1.9.3.12: Great Falls CVB enhance funding for CVB marketing efforts. 1.9.3.12.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit.	0	MIriam Martinson MIriam Martinson	?	?	?
organizations to address regional and local issues related to tourism and recreation.	Tactic		?	?	
1.9.3.12.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperati projects.	Ve Tactic	MIriam Martinson	?	?	
1.9.3.12.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option enhance operations and marketing budgets.	to Tactic	MIriam Martinson	0	?	
1.9.3.13: Helena CVB enhance funding for CVB marketing efforts.	0	Mike Mergenthaler	?	?	?
1.9.3.13.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Mike Mergenthaler	?	?	
1.9.3.13.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperati projects.	ve Tactic	Mike Mergenthaler	?	?	
1.9.3.13.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option enhance operations and marketing budgets.	to Tactic	Mike Mergenthaler	?	?	
1.9.3.14: Miles City CVB enhance funding for CVB marketing efforts.	0	John Laney	?	?	?
1.9.3.14.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	John Laney	?	?	
1.9.3.14.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperati	ve Tactic	John Laney	?	?	
projects. 1.9.3.14.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option	to Tactic	John Laney	?	?	
enhance operations and marketing budgets. 1.9.3.15: Missoula CVB enhance funding for CVB marketing efforts.	0	Barbara Ann Neilan	?	?	?
1.9.3.15.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Barbara Ann Neilan	?	?	
organizations to address regional and local issues related to tourism and recreation. 1.9.3.15.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperati	ve Tactic	Barbara Ann Neilan	?	?	_
projects. 1.9.3.15.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option		Barbara Ann Neilan	?	?	-
enhance operations and marketing budgets. 1.9.3.16: West Yellowstone CVB enhance funding for CVB marketing efforts.	raciic	Marysue Costello	?	?	?
1.9.3.16.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit	Tactic	Marysue Costello	\vdash		
organizations to address regional and local issues related to tourism and recreation.		Marysue Costello	\vdash		*
1.9.3.16.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperati	VE Tani:-				/
	Tacuc	Marysue Costello			*

Objective, Strategy, or Tactic	Creation Status	Owner	Revi	Review Status	
1.9.3.17: Whitefish CVB enhance funding for CVB marketing efforts.	0	Jan Metzmaker	?	?	?
1.9.3.17.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Jan Metzmaker	0	?	
1.9.3.17.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Jan Metzmaker			✓-
1.9.3.17.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Jan Metzmaker			X
1.9.3.18: Havre CVB enhance funding for CVB marketing efforts.	0	Debbie A Vandeberg	?	?	?
1.9.3.18.1: Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.	Tactic	Debbie A Vandeberg	0	0	
1.9.3.18.2: Jointly seek grants with economic development and/or nonprofit organizations for cooperative projects.	Tactic	Debbie A Vandeberg	0	0	
1.9.3.18.3: CVBs evaluate the use of the Tourism Business Improvement District (TBID) funding option to enhance operations and marketing budgets.	Tactic	Debbie A Vandeberg	0	0	
1.10.2.7: Big Sky CVB create public/private/tribal partnerships for cooperative project implementation.	0	Marne Hayes	?	?	?
1.10.2.7.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Marne Hayes	?	?	
1.10.2.8: Billings CVB create public/private/tribal partnerships for cooperative project implementation.	0	Joan Kronebusch	*	1	м
1.10.2.8.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Joan Kronebusch		?	
1.10.2.9: Bozeman CVB create public/private/tribal partnerships for cooperative project implementation.	0	Jim Robbins	*	+	L
1.10.2.9.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Jim Robbins	\otimes	0	
1.10.2.10: Butte CVB create public/private/tribal partnerships for cooperative project implementation.	0	Cindy Perdue Dolan	?	?	?
1.10.2.10.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Cindy Perdue Dolan	?	?	
1.10.2.11: Flathead CVB create public/private/tribal partnerships for cooperative project implementation.	0	Diane Medler			✓
1.10.2.11.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Diane Medler			~
1.10.2.12: Great Falls CVB create public/private/tribal partnerships for cooperative project implementation.	0	MIriam Martinson	?	?	?
1.10.2.12.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	MIriam Martinson	?	?	
1.10.2.13: Helena CVB create public/private/tribal partnerships for cooperative project implementation.	0	Mike Mergenthaler	٠-	?	?
1.10.2.13.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Mike Mergenthaler	?	?	
1.10.2.14: Miles City CVB create public/private/tribal partnerships for cooperative project implementation.	0	John Laney	?	?	?
1.10.2.14.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	John Laney	?	?	
1.10.2.15: Missoula CVB create public/private/tribal partnerships for cooperative project implementation.	0	Barbara Ann Neilan	?	?	?
1.10.2.15.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Barbara Ann Neilan	?	?	
1.10.2.16: West Yellowstone CVB create public/private/tribal partnerships for cooperative project implementation.	0	Marysue Costello	?	?	?
1.10.2.16.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Marysue Costello			~
1.10.2.17: Whitefish CVB create public/private/tribal partnerships for cooperative project implementation.	0	Jan Metzmaker	0	1	L
1.10.2.17.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Jan Metzmaker	0	0	
1.10.2.21: Havre CVB create public/private/tribal partnerships for cooperative project implementation.	0	Debbie A Vandeberg	?	?	?
1.10.2.21.1: Identify ways that respective organizations can work together to assist with implementation, develop partnerships, and/or seek resources to support the actions listed in the Strategic Plan.	Tactic	Debbie A Vandeberg	0	0	

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